

Local SME Invests in Innovation to Build New Capabilities and Seize Growth Opportunities

1. To stay globally competitive, SMEs need to continuously innovate, reinvent their business strategies and invest in new capabilities to seize growth opportunities. Minister of State for Trade and Industry Teo Ser Luck visited Matex International Limited today to learn more about their innovative projects and plans for the future.

2. Matex is a home-grown chemical company that produces dyes for the textile industry. The company spends some 10% of its revenue on Research & Development (R&D) each year. Through in-house R&D, Matex developed the Megapro™ System, an eco-friendly and highly productive dyeing product and system for use in garments. It uses up to 25% less water and takes only two-thirds of the time required compared to traditional dyes and processes. The company has successfully differentiated its products to add value for their global customers as well as the industry. Some of its key customers in Malaysia, Indonesia, Pakistan, Bangladesh and China have also adopted the Megapro™ System.

3. Mr Teo Ser Luck said, “Innovation is a key enabler for companies to raise productivity, improve products and processes, and enter new markets. Matex is a good example of an SME that understands the value of investing in innovation for the long run, and it has achieved success by collaborating with partners to find solutions. This allowed the company to move toward higher value-added products and services. We encourage more companies to learn from Matex and innovate to transform their business and stay globally competitive.”

4. Many of Matex’s projects are carried out in collaboration with partners. Intellectual Property Intermediary (IPI) is one such partner that assisted Matex in identifying relevant technologies for adoption and commercialisation. With IPI’s assistance in matching and assessing the available technologies, Matex was able to find a relevant technology for wastewater treatment by collaborating with the National

University of Singapore (NUS). Matex and NUS are in discussions to develop, customize and advance solutions to offer with its current products.

5. Denim dyeing is one of Matex's key areas of expertise which has traditionally been a highly pollutive process. To cater to the increasing demand for more eco-friendly and sustainable denim production, Matex has tapped SPRING's Capability Development Grant and is collaborating with German partners to develop new indigo dyeing technologies to reduce the environmental footprint of denim. Matex aspires to become a world leader in the indigo dyeing process.

6. Mr Dro Tan, Executive Director of Matex said, "Over the years, we have built up our name and become a global company in specialty dyes and chemicals. But we cannot afford to be complacent. To be a truly globally competitive company, Matex must continue to actively seek new growth opportunities. We place great emphasis on people development, service, innovation and harnessing technologies to find commercial viable solutions. That's a philosophy we hold to heart to serve our customers better."

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About Intellectual Property Intermediary (IPI)

IPI assists enterprises in matching enabling technology and capability to meet their innovation needs. Established under Singapore's Ministry of Trade and Industry, IPI focuses on industry needs and translates their innovation objectives into specific technology requirements and find solutions to enable enterprises to develop new processes, products and services.

IPI connects enterprises to innovation through its team of technology specialists with diverse backgrounds, online and physical technology marketplaces and network of global technology partners. Our personalised support brings together the right people and organisations for collaboration and turns innovation objectives into commercial opportunity.

Technology Sourcing

In helping enterprises seize growth opportunities through adoption of technology, we search for available technology or expertise from international and global sources. We assess the readiness and fit for use of the technology in meeting the enterprises' requirements. Once a technology match is identified, we facilitate the connection and discussion between enterprises and technology sources for successful collaboration. Where required, IPI links up the enterprises to available public financing schemes and test-bedding resources to reduce the barriers in adopting technology.

For more information, visit www.ipi-singapore.org.